

"Kids"
Rainy Day
Umbrellas
29c

Just the thing for the little one to carry to school. 2 sizes: cotton top, with plain wood handles, like cut. The Basement—6 Elevators.



A Sale of Odds and Ends
Values in the Lot to 50c.

Choice at **16c**

Women's black cotton waists; women's lawn waists, white and colors; percale dressing sacques; children's dresses, 2 to 6 years; boys' blouse waists, small size. The Basement—6 Elevators.



A. LISNER.

9 to 6.

G AT ELEVENTH.

Roller Skates

Union Hardware Co.'s Ball-bearing Nickel-plated Skates for boys and girls. Extra special.

98c



The Basement—6 Elevators.

**Ready-to-Wear
HATS**

\$2.98

All copies of better hats—worth to \$10.



The Basement—6 Elevators.

Today—Our Birthday Celebration Is Featured By An Event of "THE BASEMENT STORE"

This department was started nearly three years ago to give You special offerings of Quality Merchandise at Very Little Prices—And we called it "The Bargain Basement." Its success in giving ever better goods at Ever Smaller Prices led up to its change of name to "The Economy Basement." The wonderful development of this feature of the Greater Palais Royal makes these two descriptive names of this department fall short—and now it has grown to be just **THE BASEMENT STORE**—with The One Big Idea.

Low In Price--But Not Cheap

Another Big Basement Sale of SILK WAISTS,

Worth up to \$4.00

All **\$1.98** New
Sizes Styles

A big special purchase at about 50 cents on the dollar enables us to offer

SILK CREPE DE CHINES

PLAID TAFFETAS

SILK MESSALINES

FANCY STRIPED SILKS

RADIUM SILKS

Every desirable style of the season in the lot, long sleeves, short sleeves, waist made with the new two-in-one collar that can be worn high or low; plain colors, combination of plain colors and plaids, fancy stripes, etc.

Many are made plain, others trimmed with wide, small and cluster pin tucks, fancy buttons, hemstitching, etc.

Flesh, white, oyster, navy, black and plaids in blue, brown and green effects. Sizes to 44 in the lot.



A Wonderful Group of NEW COATS,

AT **\$5.98**

—featuring all the new styles at a low price, the group has taken several weeks to produce. Makers were selected who have a reputation for making high-grade garments, then were given our styles to copy and as a result of this specializing we offer coats at \$5.98 that will be found selling in many stores at double our price.

The styles are mostly belted in swaggar styles, some with velvet collars, others of self material, which can be worn buttoned close about the neck or with revers open. Materials are pretty mixtures in dark, subdued colorings, black zibelines and black caracul. Also a number of Sport Coats in black and white. Sizes for misses and women.



450 Children's Coats From a big Eastern mail-order house. ONE-HALF PRICE

Sizes 2 to 6 years at \$1.49.

Chinchillas in gray, red, navy; boucles in plain shades and novelty two-tone color effects. All well lined and plain or belted styles.

Sizes 6 to 14, \$1.98.

Nearly 200 coats in fancy boucle; others in cloth, all lined throughout; belted styles; all colors.

At \$2.98.

6-14 sizes; fine black caracul with quilted lining; plain styles.

New House Dresses, 98c

Including stout sizes up to 56.

A wonderful collection of a dozen styles in gingham and plain chambrays.

Long Sleeves Short Sleeves
High Neck Low Neck

Standard nurse stripes, checked gingham, plain colors; in all sizes from 36 to 56. Some made plain, others with trimmings of contrasting colors or white pique and embroidery.

The Most Remarkable Group of Suits in the City Priced at

VALUES
TO \$20.00

\$10.00

ALL NEW
STYLES

Again our great buying power is demonstrated in this group of suits that would sell in a regular way at \$18.00 and \$20.00 and a few even more.

Every garment is correct as to style and material, and were personally selected from the world's best makers of popular-priced garments. Suits of serge, tweed, mannish mixtures, poplins and worsteds. Black navy, Copenhagen, Russian green, dark brown mixtures of tan and gray colorings.

The styles are plain and semi-tailored, fur-trimmed, box styles, braid-trimmed, belted effects, Russian blouse, Norfolk and pony styles. Sizes for juniors, misses, women and extra large or stout.

Boy's Suits, \$1.69

Sizes 6 to 12 Years.

Norfolk styles in dark fancy cashimeres, like cut.

Boy's Buster Suits, \$1.00

Fancy cassimere, 3-7 years, silk bow at collar, patent-leather belt.

Boys Bloomer Knee Pants, 29c



Basement Store Specials



Furnace Outfit,
\$3.79

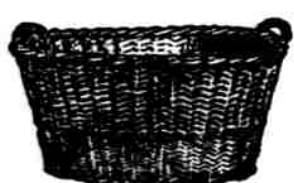
Rotary Ash Sifter, galvanized iron, \$2.45
Ash Can, galvanized iron, \$1.25
Furnace Scoops, D-handle, 40c
Coal Hod, galvanized, 35c
Total value \$4.44
Complete for \$3.79.

Ash Can,
\$1.19



Heavy galvanized iron, re-enforced iron top and bottom.

Willow Clothes Basket,
49c



Good quality willow; strongly made; 59c value.

Gas Radiator, \$1.75



Of Russian iron; cast iron top and bottom; 14 burners; \$2.25 value.



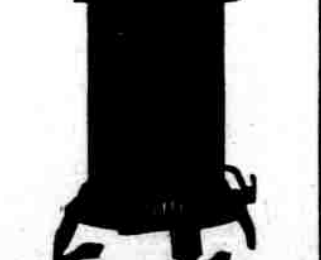
Curtain Stretcher, 59c

Of basswood, complete with non-rustable pins. Regular price, 98c.

Triangle O-Cedar Mops, 55c.

Standard everywhere at 75c each.

90c Gas Heater



45c for never-rust Bath Set—nickel-plated towel bar, soap holder, toothbrush holder, mounted tumbler holder, on white enameled back.

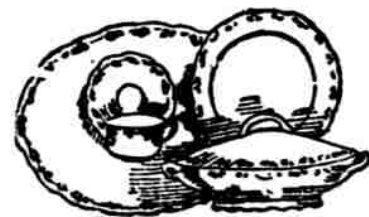
Oil Heater, \$2.39
Perfection Oil Heater; guaranteed no smoke nor odor; usually \$2.92.

Russian iron, with cast iron top and bottom. Regular price, \$1.14.

On Fourth Floor

52-Piece Dinner Set **\$3.75**

Border Decoration. Regular Price, \$5.48.



Fourth Floor.

6 elevators.

24-Piece Tea Sets,
\$2.25
\$4.00 Value.

Imported China Decorated Tea Pot, Sugar Bowl, Cream Pitcher, 6 Cups, 6 Saucers, 6 Breakfast Plates, and 1 Cake Plate.

\$15.00 for 100-piece Imported Victoria China Dinner Sets, elaborate border decoration and gold lined. \$23.00 value.

\$12.00 Dinner Set
100 pieces **\$8.25**

\$18.50 for 100-piece imported Victoria China Dinner Sets, floral decoration, coin gold knobs and handles. \$29.00 value.

56-Piece Tea Sets,
\$4.45
\$6.45 Value.

Imported China, decorated; 12 Cups, 12 Saucers, 12 Plates; Tea Pot, Sugar and Creamer, 2 Cake Plates, 15 Fruit Dishes, 1 Bowl.

Basement Store Specials

Canister Set, 37c



Mrs. Potts' Iron



65c

Usually \$1. Three in set, with handle and stand.

Clothes Hamper



\$1.15

\$1.48 Value. Square of good quality Belgian willow.

Food Choppers,

59c

American Family Food Chopper, with 4 steel knives, and book of recipes.



Clothes Dryer

49c

Folding, well-made, smooth finished wood; 5 bars; 79c value.

39c

59c Value

Sauce Pan with strainer cover, triple coated gray enamel. Standard at 59c.



BATH

Rubber Bath Mat

22x14 inches, as illustrated, 75c. **28c**